

## WHEN WRITING ADS

Know exactly what it is that you have to say. Know that you are telling a truth which is useful to the public.

Express yourself with simplicity, for that is the greatest of literary arts. There is no literary discipline so valuable as advertisement writing, if the work is understood as it should be.

You must avoid dryness, which discourages the reader.

You must avoid unnecessary words; every one of them costs money; every surplus word discourages the reader and drives him away from your advertisement.

You must know where to begin—just where your reader's interest begins.

You must know just where to stop—just where he would stop if you did not.

You must avoid the appearance of preaching to the people, for the people get all the preaching they want on Sunday.

You must write exactly as though you were talking to the reader, for an advertisement writer is a salesman.

You must manage your public, find your way into their minds, and you must manage your client very often, for in the beginning advertising is discouraging; dollars go out and do not come in.—Arthur Brisbane.

Paid Publicity Will Do It.

The general circulation of the Star-Bulletin September 1 was **7589**

## "Results are Better"

**MITCHELL**  
Mitchell Motor and Service Co., Seattle  
"results are better and cost of operation considerably lower while using Zerolene."

**BUICK**  
J. D. Lauppe, Sacramento  
"have found Zerolene to be a satisfactory lubricant for Buick automobiles."

**DODGE**  
H. O. Harrison Co., San Francisco  
"gives perfect satisfaction."

**MAXWELL**  
Coyler Lee, Oakland  
"Zerolene has given us perfect satisfaction."



## ZEROLENE

The Standard Oil for Motor Cars

Endorsed by Leading Car Distributors

—because the records of their service departments show that Zerolene, correctly refined from California asphalt-base crude, gives perfect lubrication—less wear, more power, least carbon deposit.

Dealers everywhere and at our service stations.

**STANDARD OIL COMPANY**  
(California)

For trailers, Zerolene Heavy-Duty is especially recommended.

## IMPERIAL PEROXIDE SOAP

**10¢**

**PURE**

Each cake is wrapped to insure delivery to you in a sanitary condition and to retain its original delicate perfume.

Made in the cleanest most sanitary factory in the world.

Imperial Peroxide is an antiseptic soap, made for Nursery, Toilet and general purposes.

Has a most pleasing effect on delicate skin, besides making it healthy and clean.

**FOR SALE AT ALL DRUG STORES**

# COMMERCIAL NEWS

## PINE COMPANY SECURES LAND FOR EXTENSION

Announcement was made yesterday by James D. Dole that he had purchased for the Hawaiian Pineapple Co. an acre and a half of land situated in the Iwilei district which will be used for future enlargement of the pineapple cannery. The consideration was \$18,000.

The property is that formerly occupied by the Honolulu Soap Works which has been discontinued. The transaction was practically closed several months ago, but the deed was not issued until this week when the consideration became known. Exactly 1.51 acres of land are included in the tract bought by Mr. Dole. With the property there goes to the pineapple people a leasehold interest which was held by the soap works.

Mr. Dole denies that his company is contemplating the purchase of the so-called Ahin tract in Iwilei, which consists of four acres and about 40 cottages, now mostly vacant, due to the closing up of the red light district.

It is, however, known that some Honolulu purchaser has just renewed his option on this property with Ahin's agents, and an early closing of the deal is anticipated. Who this prospective purchaser is has not been announced.

## VISITOR HERE SEEKS FINANCIAL BACKING FOR ARIZONA MINES

Seeking financial backing for prospective mines in Arizona, Alexander Graydon of Ocean Park, Cal., is in Honolulu on a business and vacation trip. He arrived on the Sierra and expects to be here for about three weeks.

Mr. Graydon has traveled extensively through Mexico where he has been interested in various commercial enterprises. He declares that there is much American money in that state, but when queried as to whether he thought that would lead to agitation for annexation, he stated that most financiers preferred that the country be under Mexican control because then the labor was cheaper.

In the capital of the state of Yucatan, there are about 80 millionaires, according to Mr. Graydon. The city is located in the midst of a very profitable fiber-growing country. The money is in the hands of natives of the state who own the plantations.

## PALI ROAD WORK IS FORGING AHEAD; BELT SURVEY NEARS FINISH

Construction of the new Pali road is progressing rapidly, the city engineer's office reports, and work has been completed beyond the hairpin turn. Just how long it will be before the road is completed is a matter of conjecture. "It may take a year or more to accomplish all we want to," says City Engineer George Collins.

The belt road survey is being continued and will be finished about the middle of November.

## COUNTY AGENTS DO CONSIDERABLE WORK

Just how much work one county agent of the food commission is able to accomplish is graphically illustrated in a tabulation of distance covered, calls made and instructions given, which has been made by one agent to show the results of two weeks' labor. The record is in the office of the food commission.

During the two weeks ending September 1 this agent rode 472 miles, made 88 calls and gave instruction to 24 Japanese, 14 Chinese, 11 whites and gave four demonstrations in spraying to 12 Japanese, 2 Chinese, 6 whites; gave three demonstrations in harvesting to 5 Japanese and 3 Chinese; in marketing, 34 Japanese, 20 Chinese and 1 white.

## Honolulu Stock Exchange

Wednesday, Sept. 5.

MERCANTILE—		Bid	Asked
SUGAR—			
Alexander & Baldwin	.....	33 1/2	
C. Brewer & Co.	.....		38 1/2
Ewa Plantation Co.	.....	33 1/2	
Hahn. Agr. Co.	.....	47 1/2	48
Hahn. Com. & Sugar Co.	.....	37 1/2	38 1/2
Honolulu Sugar Co.	.....		10 1/2
Honolulu Sugar Co.	.....	30 1/2	31
McBryde Sugar Co., Ltd.	.....	10 1/2	10 3/4
Olaa Sugar Co., Ltd.	.....	54	55
Onomea Sugar Co.	.....		55
Papaohau Sugar Plant. Co.	.....		37 1/2
Pacific Sugar Mill	.....	36 1/2	37 1/2
Pala Plantation Co.	.....		20
Peepee Sugar Co.	.....	26 1/2	27
Pioneer Mill Co.	.....		39
San Carlos Milling Co.	.....		101
Waialua Agr. Co.	.....		89 1/2
Waialua Sugar Co.	.....		58
MISCELLANEOUS—			
Endau Dev. Co., Ltd.	.....		102
1st Is. As. 7 pc Pd.	.....		102
2nd Is. As. fully paid	.....		102
Haku Fruit & Pack. Co.	.....		102
Hawaii Con. Ry. 7 pc. A.	.....		102
Hawaii Con. Ry. 6 pc. B.	.....		102
Hawaii Con. Ry. 5 pc. C.	.....		102
Hawaiian Electric Co.	.....		102
Hawaiian Pineapple Co.	.....		102
Hon. Brew. & Malt Co.	.....		102
Honolulu Gas Co., Ltd.	.....		102
Hon. R. T. & L. Co.	.....		102
Inter-Island S. N. Co.	.....		102
Mutual Telephone Co.	.....		102
Oahu Railway & Land Co.	.....		102
Pahang Rubber Co.	.....		102
Selama-Dindings Plant.	.....		102
Selama-Dindings, (70 pc.)	.....		102
Tanjong Olok Rubber Co.	.....		102
BONDS—			
Beach Walk Imp. Dist.	.....		102
Hamakua Ditch Co., 6s.	.....		102
Hawaii Con. Ry. 5 pc.	.....		102
Hawaiian Irr. Co., 6s.	.....		102
Haw. Terr. 4 pc. Refund	.....		102
Haw. Terr. 4 pc. Pub. Imp.	.....		102
Haw. Terr. Pub. Imp. 4 pc.	.....		102
Haw. Terr. 3 1/2 pc.	.....		102
Honolulu Gas Co., 6 pc.	.....		102
Honolulu Gas Co., Ltd., 5s.	.....		102
Kauai Ry. Co., 6s.	.....		102
Manoa Imp. Dist.	.....		102
McBryde Sugar Co., 5s.	.....		102
Mutual Telephone 5s.	.....		102
Oahu R. & L. Co., 5 pc.	.....		102
Oahu Sugar Co., 6 pc.	.....		102
Olaa Sugar Co., 6 pc.	.....		102
Pacific Guano & Fer. Co.	.....		102
Pacific Sugar Mill Co., 6s.	.....		102
San Carlos Milling Co.	.....		102
Between Boards: Sales: 35, 15	.....		
Olaa, 10.75; 100, 10, 20 Waialua, 27	.....		
5 Ewa, 33.25.	.....		
Session Sales: 10 H. C. & S., 47.75;	.....		
50 H. B. & M., 17.	.....		
Dividends—Sept. 5: Honomu, .60;	.....		
H. C. & S., .25; Hutchinson, .30; Pa-	.....		
ahau, .20.	.....		
Latest sugar quotation: 96 deg. test,	.....		
7.02 cents, or \$140.40 per ton.	.....		
UNLISTED SECURITIES.			
Wednesday, Sept. 5.			
OIL—			
Honolulu Con. Oil....	Bid	5.25	Asked
Cal. Hawn. Dev. Co.	.....	6.50	6.75
Engels Copper Mining	.....	.04	.05
Mineral Products Co.	.....	.20	
Mountain King Mining	.....	.43	.44
Tipp. Gold Min. & Mill.	.....	.27	.28
Montana Bingham Co.	.....		
Madera Mining Co.	.....		
Sales: 4000 Madera, .27; 350 Ma-	.....		
dera, .28; 3250 Bingham, .42; 2560	.....		
Bingham, .43; 1150 Hon. Oil, 5.37 1/2;	.....		
500 M. Products, .05; 300 Engels,	.....		
6.62 1/2; 100 M. King, .20; 2000 M. Pro-	.....		
ducts, .05; 1000 Bingham, .43; 500 Ma-	.....		
dera, .27.	.....		

## DUST IS WORSE SINCE VIERRA SUIT STARTED. LIGHTFOOT DECLARES

What he styles as a "studied effort" on the part of the city park department to annoy him, induced J. B. Lightfoot to file a protest last night with the board of supervisors. Lightfoot objects to the dust stirred up in the vicinity of Kaimuki park and asks \$300 as damages. This the board refused to pay.

Mr. Lightfoot stated that since the filing of the Vierra injunction suit matters seem to have grown worse. Supervisor Hollinger immediately after the letter had been read declared it an imposition. Pretty soon, he said, Lightfoot would be objecting to wagons getting out on the streets at all. Hollinger wanted the letter sent back forthwith.

Then Supervisor Mott-Smith, who poured balm on several wounded feelings last night, moved to refuse the demand. Bellina suggested that the dust is pretty bad in the vicinity and said he had heard of the prisoners using bad language at their work. He didn't know whether this was true or not. Hollinger said it was not decided. They were some of the best prisoners he had ever seen.

## REGATTA ADVERTISING SCHEME TURNED DOWN

The Chamber of Commerce advertising and subscription committee has refused indorsement to a plan of George F. Godfrey, who proposed to issue a program for Regatta day exercises on September 15. Mr. Godfrey proposed to sell advertising space in the program, to the merchants of Honolulu. Refusal of the committee to indorse was decided on the grounds that the program did not offer a good advertising medium.

Word now comes that the Regatta day committee is opposed to this form of program which is solely for the benefit of a private person, feeling that inasmuch as the merchants of Honolulu very liberally support the Regatta day exercises, they should not again be called upon to contribute to a program. Information comes also that the Regatta day committee is to issue a program themselves which will carry no advertisements but which will carry detailed record of the various events.

## TIME QUESTION ARISES ABOUT HONOLULU HALE

More than 60 days have elapsed since Frank Godfrey started Honolulu's Wall street by the purchase of the ancient Honolulu Hale building for \$10. This is as the land office figures time.

It is reported that Godfrey, who is under contract to have the building down in 60 days, figures on a different schedule, counting off Sundays and holidays. At this rate he still has more than a week to the good, he says.

According to the agreement Godfrey was to remove the building within the time specified and to keep all of it except the contents of the corner stone, if any. One report today was that Godfrey is going to re-sell the structure and that \$150 has been offered him.

also considered sufficient cause for discontinuance of service.

## Drink Phez

Pure Juice of the Loganberry

The Taste Lingers

PHEZ is the ideal drink. It has the snap and tang that refreshes and invigorates a tired mind and body. PHEZ fairly teems with the piquant flavor of the luscious loganberry, from which it is made. Absolutely free from fermentation. Just say PHEZ—

At All Fountains

## OIL PREMISES WILL BE BUILT IN HILO SOON

With a bid of \$25,675, C. H. Will was awarded the contract for erecting the Standard Oil Company's new premises in Hilo. The ground on which the buildings are to be erected is just mauka of the bend in the road leading to Kihio wharf, says the Hilo Tribune.

The proposed premises comprise one 18x20 pump house, one 40x60 drum shed plant, one 20x32 garage plant, one 20x32 office with vault, one warehouse 90x100 with a dividing wall. The tanks to be erected are three horizontal boiler shaped tanks 10 1/2 x 20, and three others 40 feet, 45 feet and 50 feet respectively.

In addition, specifications call for the erection of several smaller sheds to be used for storage purposes. The whole of the buildings are to be made of structural steel, concrete and galvanized iron and to be built on the latest plans.

Immediately on receipt of the acceptance of his bid yesterday, Mr. Will placed orders for the materials required in the construction, and he expects to make a start with the work inside of ten days.

Two other tenders were received for the proposed work: One from the Lord-Young Engineering Company for \$32,736 and the other from John Walker of Honolulu for \$35,640.

**Bishop Trust Co., Ltd.**  
Bethel Street Phone 3646

INSURANCE SAFE DEPOSITS  
STOCKS and BONDS  
REAL ESTATE LOANS

## If You Want

Life, Fire, Marine  
Automobile, Tourists'  
Baggage or Accident  
Insurance,

CALL UPON

## CASTLE & COOKE, Limited

General Insurance Agents

Fort and Merchant Streets

**HAWAIIAN TRUST CO., Ltd.**  
Stocks and Bonds

Real Estate Insurance  
Safe Deposit Vaults

Authorized by law to act as Trustees, Executors, Administrators and Guardians

## Enlist

your surplus capital in  
your own and your family's  
welfare. Start a Savings  
Account

**4%**  
Interest Paid on Savings  
Deposits.

## Bank of Hawaii, Ltd.

Fort and Merchant

## Alexander & Baldwin

Limited

Sugar Factors  
Commission Merchants  
and Insurance Agents

Agents for  
Hawaiian Commercial & Sugar  
Company.

Haku Sugar Company.  
Paia Plantation Company.  
Maui Agricultural Company.  
Hawaiian Sugar Company.  
Kahului Railroad Company.  
McBryde Sugar Company.  
Kahului Railroad Company.  
Kauai Fruit & Land Co., Ltd.  
Honolua Ranch.

## Bank of Honolulu Ltd.

Fort Street, near Queen  
Transacts a General Banking  
Business.

Invites your account and guarantees safe and efficient service. Exchange, Letters of Credit and Travelers' Checks issued on principal points.

**Cable Transfers**

## C. BREWER & CO. (LIMITED)

SUGAR FACTORS  
COMMISSION MERCHANTS  
SHIPPING AND INSURANCE  
AGENTS

FORT ST., HONOLULU, T. H.

List of Officers and Directors:  
E. F. BISHOP, President  
G. M. ROBERTSON, Vice-President  
R. IVERS, Vice-President and Manager  
A. GARTLEY, Vice-President  
E. A. R. ROSS, Treasurer  
GEO. R. CARTER, Director  
C. H. COOKE, Director  
J. R. GALT, Director  
R. A. COOKE, Director  
D. G. MAY, Auditor

Keep your  
**SAVINGS**  
in a safe place. We pay 4% interest  
**BISHOP & COMPANY.**

## J. F. MORGAN CO., LTD.

STOCK BROKERS

Information Furnished and Loans Made

Merchant Street—Star Building  
Phone 1572

## THE YC OHAMA SPECIE BANK, LIMITED

Capital subscribed...yen 48,000,000  
Capital paid up...yen 20,000,000  
Reserve funds...yen 21,300,000  
S. AWOKI, Local Manager

**P. H. BURNETTE**  
79 Merchant St. Phone 1845

**NOTARY PUBLIC**  
Commissioner of Deeds  
California and New York  
Draws: Wills, Deeds, Mortgages and all Legal Documents

**Insurance**  
B. F. DILLINGHAM CO., LTD.  
PHONE 4915  
Fire, Life, Accident, Compensation  
SURETY BONDS

## FOR RENT

Electricity, gas, streets in all houses  
Maunakea St. store...\$27.50  
Neat two-bedroom house in town; \$21  
Small furnished cottage for two; \$15.  
Neat, small cottage in town; \$15.

## Money to Loan

HOME INSURANCE COMPANY OF HAWAII, LIMITED  
816 Fort Street Telephone 3529

## J. H. SCHNACK

842 Kaahumanu St. Telephone 3633

**PACIFIC ENGINEERING COMPANY, LIMITED**  
Consulting, i. e., engineering and Consulting Engineers  
Bridges, Buildings, Concrete Structures, Steel Structures, Sanitary Systems, Reports and Estimates on Projects. Phone 1045.

## LUMBER

Paints, Plumbing Supplies, Building Materials. Prices low. Houses built on installment plan. Choice House Lots for sale.

**CITY MILL COMPANY, LTD.**  
Telephone 2478 P. O. Box 951

## JAPANESE SILK GOODS AND CURIOS, KIMONOS AND EMBROIDERIES

## SAYEGUSA

1120 NUUANU STREET, JUST ABOVE HOTEL